

FOR IMMEDIATE RELEASE

Media Contact: Aliza Porth, Enfield Together Coalition, 860-253-6381

Enfield Together Coalition Partners with Local Retailers to Combat Underage Drinking

Floor decals urge adults to “love them enough to say no”

ENFIELD, Conn. – September 24, 2009 – As a part of their ongoing campaign to reduce underage drinking in Enfield, the Enfield Together Coalition (ETC) has partnered with local retailers by placing full color, large scale floor decals and posters on-site as a visual reminder to adults not to purchase or provide alcohol to minors. The decals feature the message, “Love them enough to say “NO!” Don’t provide alcohol to teens.”

“Underage drinking is a serious issue in our community and across the nation,” stated Jean Haughey, director of Town of Enfield Youth Services. “By partnering with local retailers, we are increasing the awareness of the issue at the point of purchase. It is our hope that this new approach will discourage adults and older siblings from providing alcohol to Enfield youth. We are thrilled with the response from our business community and appreciate their support.”

Participating retailers include:

Freshwater Package Store, 920 Enfield Street
Good Times Package Store, 79 Pearl Street
Hazardville Package Store, 306 Hazard Avenue
Myotts Package Store, 496 Enfield Street
State Line Package Store, 11 Enfield Street
Harry’s Discount Liquor, 54 Hazard Avenue
Jug Shop, 80 Hazard Avenue
K & R, 552 Hazard Avenue
Red Tops Wine & Liquors, 155 Hazard Avenue
Lil Buddy Mini Mart, 284, North Maple Street
Enfield Square Mall

In a March 2009 retailer compliance check, 90% of Enfield liquor retailers were found to be enforcing Connecticut’s underage drinking laws by carding minors who attempted to purchase alcohol. This initiative is designed to reinforce the message to parents and older siblings in the community that 65% of kids nationwide get their alcohol from friends and family. (Source: The Century Council.)

“We are proud to be able to report that our retailers are doing the right thing and remaining diligent about this issue. This campaign is targeting friends and family and urging them to do the same. It’s up to all of us to keep alcohol out of the hands of teens,” explained Haughey.

The funding for the decals and posters comes from a Strategic Prevention Framework State Initiative Grant (SPF SIG) awarded to the Town of Enfield for the Enfield Together Coalition’s activities. Enfield is one of 29 Connecticut grantees to receive this funding from the Connecticut Department of Mental Health and Addiction Services (DMHAS) on behalf of the Governor’s office. The federal funding for this initiative comes from the U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA).

Anyone interested in participating in the decal program or learning more about the Enfield Together Coalition may visit www.EnfieldTogether.org.

#

PHOTO CUTLINES:

Photo 1: “Handshake”

(R to L) Mayor Scott Kaupin thanks Dominic Alaimo, owner, Freshwater Package Store, for joining in the town’s effort to prevent underage drinking. Freshwater Package is one of nearly one dozen retailers who are featuring floor decals reminding adults not to provide alcohol to teens. The decal program is sponsored by the Enfield Together Coalition.

Photo 2: “Freshwater”

Members of the Enfield Together Coalition (ETC) join Mayor Scott Kaupin at Freshwater Package Store to install the first underage drinking prevention decal. The decals say, “Love them enough to say NO. Don’t provide alcohol to teens.” (L to R) Joan Lawson, ETC member, Dominic Alaimo, owner of Freshwater Package, Gina Veser, ETC member, Enfield Mayor Scott Kaupin, Jean Haughey, director of Enfield Youth Services.

Photo 3: Enfield Floor Decal – Love Them Enough

Artwork featured on the floor decals

About Enfield Together Coalition

The Enfield Together Coalition was established to assess the extent of substance use in our community and to develop ways to reduce the use of alcohol and other drugs by Enfield youth. Coalition members include representatives from Enfield Youth Services, East of the River Action for Substance Abuse Elimination (ERASE), the Youth Advisory Council, parents, school personnel, Town Council, Enfield Police Department, Police Steering Committee, substance abuse counselors, the faith-based communities, business owners, and more. By raising awareness, educating parents, youth, and retailers and supporting the enforcement of underage drinking laws, the Coalition is united in the commitment to preventing and reducing underage drinking in Enfield. For more information, please visit www.EnfieldTogether.org